

Message Text

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ACTION EB-07

INFO OCT-01 AF-06 ISO-00 AID-05 CIAE-00 COME-00 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 AGR-10 /072 W

----- 030332

R 141407Z MAY 75

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 9247

UNCLAS LAGOS 04441

E.O. 11652: N/A

TAGS: BEXP, BEMP, XX. NI

SUBJECT: FY 75 COUNTRY COMMERCIAL PROGRAM: THIRDQUARTER
PROGRESS REPORT

REF:: (A) STATE 53535: (B) LAGOS 1056: (C) STATE 280182 OF
DEC. 29, 1974

1. WE HAVE DEFERRED THIRD QUARTERLY MEETING OF COUNTRY ACTION
GROUP, AWAITING ARRIVAL OF AMBASSADOR EASUM. THIS PROGRESS
REPORT PREPARED IN ECONOMIC/COMMERCIAL SECTION.

2. WE HAVE SOUGHT TO RECAPITULATE SIGNIFICANT FY 75 ACTIONS
(AND OMISSIONS) ON CUMULATIVE BASIS THROUGH 3RD QUARTER,
ALTHOUGH WE RECOGNIZE THAT THIS APPROACH DEVIATES FROM THE
"EXCEPTIONS ONLY" APPROACH PROPOSED IN REFTEL (C) HOWEVER,
BECAUSE CCP FORMAT FOR FY 75 DID NOT ALLOCATE ALL OF YEARS
ACTIVITIES TO SPECIFIC QUARTERS AND MAKES NO PROVISION FOR
CUMULATIVE QUARTERLY TOTALS, SEEMS TO US DIFFICULT TO
CONSTRUCT "EXCEPTIONS" REPORT FOR THIRD QUARTER ONLY THAT WOULD
CONVEY SENSE OF PROGRESS OVER FY 75.

3. IN THIS REPORT WE HAVE ADDRESSED OURSELVES TO SIGNIFICANT
ACTIONS ASSIGNED OR UNDERTAKEN IN SUPPORT FY 75 CCP PRODUCT
CAMPAIGNS: OTHER ACTIVITIES ASSIGNED OR UNDERTAKEN IN CONNEC-
TION FY 75 CCP BUT OUTSIDE PRODUCT CAMPAIGNS: MAJOR PROJECTS:
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AND UNPLANNED WORKLOAD, I.E., WORKLOAD NOT ANTICIPATED IN CCP.

4. FY 75 PRODUCT CAMPAIGNS.

A. CAMPAIGN A, TECHNOLOGY. CCP PROJECTED POST SUPPORT FOR TWO MARKET RESEARCH PROJECTS AND THESE WERE CARRIED OUT IN NOVEMBER 1974 (POWER GENERATION AND TRANSMISSION EQUIPMENT) AND DECEMBER 1974 (BUILDING AND CONSTRUCTION INDUSTRIES). PREPARATIONS WERE BEGUN IN 3RD QUARTER FY 75 FOR TWO CAMPAIGN PROMOTIONS, RAILWAY EQUIPMENT TRADE MISSION AND TECHNICAL SALES SEMINAR ON ROAD CONSTRUCTION TECHNOLOGY, THAT WERE SCHEDULED FOR APRIL AND MAY 1975, AND IN FACT HAVE NOW TAKEN PLACE. (IN ORDER TO MAKE WAY FOR THEM AIR CONDITIONING AND REFRIGERATION CATALOG SHOW AND MATERIALS HANDLING TRADE MISSION. OTHERWISE PLANNED FOR MARCH AND APRIL 1975, HAD EARLIER BEEN SET ASIDE.) IN 3RD QUARTER POST ALSO INITIATED (AND COMPLETED IN 4TH QUARTER) MARKET SURVEYS IN SUPPORT OF RAILWAY AND ROAD CONSTRUCTION PROMOTIONS.

B. CAMPAIGN B, AGRICULTURAL PRODUCTION AND PRECESSING EQUIPMENT. ILLINOIS IOGA TRADE MISSION WAS PROGRAMMED AND TOOK PLACE WITH POST SUPPORT IN DECEMBER 1974. THIRD QUARTER OCCUPIED WITH FOLLOW UP EFFORTS.

C. CAMPAIGN C, CONSUMER GOODS. THERE WERE NO RESEARCH OR PROMOTION ACTIVITIES PROGRAMED IN CCP CAMPAIGN. POST HAS CONCENTRATED ON WTDRS, TOS, ADS, AND FACILITATION OF FOREIGN BUYER VISITS TO U.S.

D. CAMPAIGN D, BUSINESS, EDUCATION COMPUTER RELATED EQUIPMENT AND SERVICES. NO MARKET RESEARCH PROGRAMED IN CCP, BUT IN 3RD QUARTER POST BEGAN OTHER PREPARATIONS FOR BUSINESS EQUIPMENT CATALOG SHOW SCHEDULED FOR JUNE 1975.

E. CAMPAIGN E, PRINTING TRADES EQUIPMENT, SUPPLIES AND SERVICES. TRADE MISSION PROGRAMED IN CCP CAMMPAIGN FOR 2ND QUARTER FY 75 WAS CANCELLED, AND SO WAS PLANNED POST UPDATING OF EARLIER MARKET RESEARCH. IN EFFECT, THIS CAMPAIGN HAS BECOME PRIMARILY REACTIVE EFFORT.

5. OTHER CCP ACTIVITIES ASSIGNED AND COMPLETED.

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A. POST CONDUCTED MARKET RESEARCH ON FOOD PROCESSING AND PACKING EQUIPMENT IN AUGUST 1974; AND ON AVIATION ELECTRONICS AND SUPPORT EQUIPMENT IN JANUARY 1975.

B. SUPPORT FOR COMMERCE CONDUCTED MARKET RESEARCH ON CONSTRUCTION EQUIPMENT FOR TRANSPORT INDUSTRY IN JUNE-JULY 1974, AND ON HEALTH CARE INDUSTRIES IN OCTOBER 1974.

C. WITH USIS SUPPORT, POST DEVELOPED AND ISSUED COMMERCIAL NEWSLETTER IN NEW AND IMPROVED FORMAT, EFFECTIVE VOLUME 1, NO. 1, MARCH-APRIL 1975.

D. IN ADDITION FACILITATIVE ASSISTANCE TO NIGERIAN BUSINESSMEN TRAVELLING TO U.S. ON THEIR OWN, MISSION SELECTED AND AWARDED IN 3RD QUARTER CU GRANTS TO 2 MINISTRY OF FINANCE OFFICIALS, 6 NIGERIAN BUSINESS LEADERS AND 4 NOMINEES TO HARVARD INTERNATIONAL MARKETING INSTITUTE (FOR TRAVEL IN 4TH QUARTER).

6. OTHER CCP ACTIVITIES, ASSIGNED BUT CANCELLED OR DEFERRED.

A. POST CONDUCTED MARKET RESEARCH ON POLLUTION CONTROL EQUIPMENT, ASSIGNED FOR OCTOBER 1974; ON COMMUNICATIONS EQUIPMENT, ASSIGNED FOR JANUARY 1975; AND ON MOTOR VEHICLE MAINTENANCE EQUIPMENT, ASSIGNED FEBRUARY 1975.

B. COMMERCE CONDUCTED MARKET RESEARCH ON SEMI-ARID LAND DEVELOPMENT, ASSIGNED FOR MAY 1975 BUT CANCELLED IN MARCH 1975.

C. AIR CONDITIONING CATALOG SHOW AND MATERIALS HANDLING TRADE MISSION, PLANNED MARCH AND APRIL 1975, BUT CANCELLED IN FAVOR OF TWO PROMOTIONS IN CAMPAIGN A (PARA. 4.A. ABOVE).

7. MAJOR PROJECTS. MISSION HAS MAINTAINED FLOW OF REPORTING ON MAJOR PROJECTS, PARTICULARLY THOSE INVOLVING OIL AND GAS UTILIZATION (LNG, REFINERIES, PETROCHEMICALS, FERTILIZER, STEEL REDUCTION) BUT ALSO ON OTHER MAJOR PROJECTS IN FIELDS LIKE RAILWAYS, POWER GENERATION AND TRANSMISSION, CONSTRUCTION, EDUCATION, HEALTH CARE. OVER THREE QUARTERS MISSION HAS EXTENDED FACILITATIVE ASSISTANCE TO 50 OR MORE LEADING U.S. UNCLASSIFIED

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FIRMS INTERESTED IN MAJOR PROJECTS THESE FIELDS AND IN 3RD QUARTER EXCHANGED WITH MEPD PROPOSALS FOR POSSIBLE PROMOTION ON GAS UTILIZATION. AMONG MAJOR AWARDS TO U.S. FIRMS IN 3RD QUARTER WERE SELECTION OF PHILLIPS-AGIP AS TECHNICAL PARTNER LNG; CONTRACT WITH GTE FOR SECOND EARTH SATELLITE STATION; CONTRACT FOR ENGINEERING SERVICES SHIRORO GORGE HYDROELECTRIC PROJECT TO CHARLES T. MAIN; HOUSING CONTRACTS TO SOPROG, MESSERSCHMIDT, ARK URBAN, SAVAGE CONSTRUCTION.

8. UNPLANNED WORKLOAD, THIRD QUARTER FY 75 ONLY.

A. TWO MARKET SURVEYS IN SUPPORT OF CAMPAIGN A PROMOTIONS INITIATED, SEE PARA 4.A. ABOVE.

B. OFFICIAL VISITORS. FAA WASHINGTON TEAM FOR NEGOTIA-.

TIONS WITH MINISTRY OF TRANSPORT: FAA ASSISTANT ADMINISTRATOR,
EUROPE ON ORIENTATION VISIT: ADVANCE MAN FOR OPIC TEAM VISIT.

C. PREPARATIONS FOR VISIT OF 4 MAN COMMERCE MARKET SURVEY
TEAM, DUE IN 4TH QUARTER (AND THAT ARRIVED APRIL 8).

9. FINANCIAL RESOURCES. FOR FIRST 3 WUARTERS FY 75 MISSION
CALCULATED EXPENDITURE FOR ECONOMIC/COMMERCIAL REPRESENTATION
AT DOLS 2,975 (INCLUDING EXPENDITURES FOR THAT PURPOSE BY
AMBASSADOR AND DCM AND PRINCIPAL OFFICERS AT CONSULATES).
TRAVEL EXPENDITURE FOR ECONOMIC/COMMERCIAL PURPOSES
CALCUATED AT APPROXIMATELY DOLS 4,000, INCLUDING TRAVEL BY
PRINCIPAL OFFICERS AT CONSULATES. COMMERCIAL NEWSLETTER
EXPENSES ESTIMATED AT DOLS 361 FOR 3 QUARERS PERIOD (PRINTING
COSTS ABSORBED BY USIS) AND EXPENSES OF PROCUREMENT PUBLI-
CATIONS FOR REPORTING AND FOR COMMERCIAL LIBRARY ESTIMA-
TED
AT DOLS 3,480.
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Message Attributes

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